

Live it up with

JULY 1960  
\$0.15 CENTS

# HI-LIFE

ARTICLES | FOR MEN ONLY  
HUMOR | FOR MEN ONLY  
FICTION | FOR MEN ONLY

AND—FOR MEN ONLY—Sole!

FOR MEN ONLY:

**THE PARTY  
PORT OF  
PROSTITUTES**

FOR MEN ONLY:

**A  
HAGGARD  
HISTORY  
OF THE  
HANGOVER**



# CARTOCCIO























# a message *from garcia*

MOVIE ARTIST / Mary McCormack

In one of the more funny episodes of the Spanish American War, a British Lieutenant Andrew Brown learned the value of man-to-man, jungle, hand-to-hand, and woman-to-woman. And when he came to carry a vital message to General Cohan in Mexico, the method of communication has been codified in the English language. To carry "a message to Garcia" is to display a dauntless spirit and beyond the call of duty.

With this proverbial act, soldiers have better-dog Garcia, who carries a message of his own. Though it is too rapid without words, it inspires in all of his admirers a devoted effort and beyond the call of man-to-man.

That is Mary Garcia, and she seems to belong with the legendary general. For she commands the admiration and obedience of more loyal followers than Cohan ever did in his whole Army career. As his messages, they come to the Garcia too. Why her collection of interesting, sometimes strange, would fill General Cohan's Fortitude.

Though her distinguished, strong, broad, honeycombed beauty is a message of her Spanish Army, her message — her only connection with that war, by the way — Mary could easily pass her father's. Between even General Cohan, as a matter of fact, she has passed in all these years during her career as a professional model. But whatever she does, Mary is undoubtedly something to get back to our message, thank to us to have about.





However, the most powerful message associated with lovely Amy Gar-  
cia is to be found deep in her eyes. It  
guarantees that your attention stays from  
her stunning other attributes back to  
into her haunting, intense eyes, and we  
wonder you read there.

Does her enticing expression, other  
logical movement or others, whether  
this mystery that whenever someone  
you perceive, could say that you'll like  
nothing's.

























**Y**ET the rumors are true. Just before she took her life, Marilyn Communisted some of the world's most talented photographers to shoot her as if she is something herself on the earth as she had never before perceived herself to be revealed.

Three last weeks photographs of Marilyn Monroe are not those simple life-fragment photographs (revelations of the most privileged woman of our time) but, as they are here, they tell the story of who she was before she was specifically instructed the photographer to be sure to see that they were published.

Three photographs of Marilyn Monroe show the full flower of her beauty in a living awareness of the woman revealed as much to real men as to the harmful effects of pornography. Obviously, these are the photographs by which Marilyn Monroe wanted to be remembered.

A portfolio of these handsome photographs—comprising perhaps the greatest photographic essay of our time—will appear in a special feature in the next issue of *EROS*. The portfolio is page long; consists of about 100 photographs in color, many in the two-color negative with the full story of how these pictures came to be taken.

This photographic essay—a collection of nine never again obtainable—will appear exclusively in *EROS* and will be available to one but *EROS* subscribers.

What is *EROS*? *EROS* represents the country's first attempt to produce a single weekly magazine on the most fascinating subject of Love and Sex. Until now, these subjects have been relegated to cheap and sleazy pornography.

In *EROS*, the talents of the world's greatest writers, artists and photographers have been enlisted and applied to a periodical of dignity and grace. Writers which men and women are accustomed to degraded or withheld in *EROS* with dignity and good taste.

*EROS* is a magazine for the real world. It is beautiful without being silly, bold without being obscene, and serious without being obscure.



**"I have never quite understood this sex symbol business, but if I'm going to be a symbol of something, I'd rather have it sex than some of the other things they've got symbols for,"—Marilyn Monroe**





**ADORABLE  
DORENA**

